

**NEBRASKA STATE QUARTER DESIGN COMMITTEE MEETING**  
**STATE CAPITOL, ROOM 1525**  
**LINCOLN, NE**  
**Tuesday, July 18, 2003 – 9:30 AM**

**PRESENT:** Secretary of State John Gale, Tom Bassett, Virgil Marshall, Dr. Michael Schuyler, Jodi Rave & staff member Sharon Hambek

**ABSENT:** Roger Bruhn & Norman Geske

**Open Meeting Notice:** Secretary Gale called the meeting to order at 9:40AM noting there were enough members present to be sufficient for a quorum. He also stated notice of this meeting had been posted on the State's internet public meeting calendar from July 31, 2003 to August 12, 2003 in compliance with the Public Meeting Law. The agenda was posted on the Secretary of State web site and has been available in the office of the Secretary of State for inspection during regular business hours.

**Minutes & Agenda:** A motion was made by Mr. Bassett, seconded by Dr. Schuyler to accept the agenda as presented. Motion carried. A motion was made by Dr. Schuyler, seconded by Mr. Marshall to approve the minutes as mailed and presented. Motion carried.

**Categorization Subcommittee Report:** Mr. Marshall reported that the subcommittee had not met since the last meeting. Dr. Schuyler stated that he felt in the future this subcommittee may be overwhelmed with entries to review and that he would be willing to assist if needed. It was also suggested the entire committee may be called upon to review entries. Mr. Marshall stressed the importance of EVERY ENTRY being considered.

**Public Comment Subcommittee Report:** Jodi Rave reported she had contacted Ms. Sloane Signal, Assistant Professor of Advertising at the University, about taking on the quarter design promotion as a project for the marketing class. Ms. Signal has agreed to use this project for her Strategy Class and for her Campaign Class. These classes will do brainstorming, research about target audiences, etc. and put together a full plan on how to promote the project and provide additional ideas for the Launch Event. There will be no cost to the Committee for this and the Committee has the option to use any or all of the material the classes submit.

Ms Rave made a motion to approve working with the two classes for assistance with the immediate promotion of the project and also the Launch Event in 2006. The motion was seconded by Mr. Bassett. Motion carried. Ms. Rave stated, that prior to her leaving, she would set up a meeting to discuss details with Ms. Sloane. Ms. Hambek was asked to attend this meeting in Secretary Gale's absence.

**Administrative Subcommittee Report:** Secretary Gale stated this subcommittee had visited previously about the possible need to have a system in place to identify each entry received. In the future, if all committee members were asked to select their favorites; it would give a means of definite identification for reference. It was suggested there be some type of numbering system, whether it be an overall number system or a system where entries are numbered differently in each category. Mr. Marshall was asked to give some thought to what he and his subcommittee might want to propose.

Secretary Gale reported the arrangements for the Kick Off events are nearing completion with all locations and dates confirmed. Arrangements have also been made for a couple of entertainers to perform briefly at each location. It was noted that a press advisory and press release will be sent from the Secretary of State office for these events. Committee members were encouraged to attend any of the events they could and if they wanted they could come in a historic costume. Secretary Gale and the entertainers plan to wear historic costumes.

Plans are being made to have a large banner, probably about 10 feet by 4 feet, made to use as a backdrop for the Kick Off events and any other activities the Committee might have in the future. This banner will have the outline of the State with the State Seal in the middle with other Nebraska icons around the outside. The estimated basic cost of this banner is \$200.

The NEBRASKAland Foundation recently notified the Committee that they would allocate \$3,000 for the Committee to use. At their September 13<sup>th</sup> Board meeting they will vote on whether this will be a total donation or partial donation with the rest to be paid back once the Committee has initiated fund raising. The foundation has also agreed to process any funds raised by the Quarter Committee giving donors some tax benefits.

The Committee reviewed the teacher/principal letter with the one sentence added that had been requested from the previous meeting. A motion was made by Dr. Schuyler, seconded by Mr. Marshall to approve the letter as it now reads. Motion carried.

**Review of Brochure:** The Administrative Subcommittee had previously reviewed a draft of a brochure to promote the Speaker's Bureau. The subcommittee suggested that under the heading "Nebraska Quarter" the word "narrative" be removed and the word "ideas" be changed to "concepts." They also asked that under the heading "Interesting Facts" the entire sentence reading "The U.S. Mint now requires all designs to be submitted in narrative form" be removed.

A motion was made by Dr. Schuyler, seconded by Mr. Bassett to approve the brochure with the changes suggested. Motion carried.

Discussion was held with regard to the quantity the Committee wanted printed and whether or not to have it printed in color. A motion was made by Mr. Bassett, seconded by Mr. Marshall authorizing the Secretary of State office to get 1,000 brochures printed in color if possible but to not spend more than \$300. Motion carried. It was suggested as part of the process the printer be asked if they felt an icon such as the STRATCOM icon would be readable and look nice as small as it is. If not, authority was given to change any icon that would not reproduce nicely. It was also suggested that if another printing is done; it might be good to change all the icons. The Committee would like to have these available for the Kick Off events in mid September.

It was noted that Committee members would be the only individuals serving on the Speakers Bureau initially. If there is a large demand for speakers then the Committee would gather suggestions for other members.

**Publications:** Ms. Hambek stated each Committee member had a copy of an article that had been mailed to several publications across the state about the quarter design process. She noted she had been contacted by 4 or 5 of those publications noting they were going to use the story this fall.

**Kick Off Events:** Discussion was again held with regard to the Kick Off events when a question was raised whether or not they were going to be videotaped. It was suggested that perhaps the show *Next Exit* on NETV might be interested in filming this event. Doug Samuelson, a guest at the meeting, provided the name of the host for that show.

Following discussion the Committee authorized the Secretary of State office to make arrangements with either a friend, a student from the University Broadcasting Class, NETV or a staff member from the Secretary of State's office to film at least one of the Kick Off events. Digital photos will also be taken of the events.

**Sponsorship:** It was decided to wait until after the Kick Off events before proceeding with making plans for fund raising.

**Gordon Howard:** Ms. Hambek reported on the information she had received from Mr. Howard's son about his health. Everyone expressed their concern.

**Next Meeting:** It was decided to hold the next meeting on Tuesday, October 7, 2003 at the State Capitol from 9:30 am to 12:30 pm. Notices will be sent out when final arrangements have been made.

**Jodi Rave:** The Committee members wished Ms. Rave well as she is scheduled to leave within the next few days for Harvard University where she will be studying for a year. Secretary Gale told her she would receive packets of information from the meetings and perhaps for some meetings she could be put on speaker phone if it worked for her schedule.

**Adjournment:** There being no further business, a motion was made by Dr. Schuyler, seconded by Mr. Bassett to adjourn the meeting. Motion carried. The meeting adjourned at 11 AM

Respectfully submitted,

Sharon Hambek  
Event Coordinator